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NOTE FOR: P/D - John Mosher
FROM: P/DH - Richard Hoagland
SUBJECT: Briefing for Dr. Bruno Heck
on 1/16/86 at 10 am in Room 550

Dr. Bruno Heck is the chairman of the Konrad Adenaur Foundation, the FRG - supported, but independent, foundation of the Christian Democratic Union. He has been in Guatemala for the presidential inauguration and is stopping in Washington to be briefed on the history and status of the Afghan Media Project. P - Michael Schneider has asked to attend and NEA - Richard Ross also plans to be present.

Germany has its own Afghan Media Project. Attached are pertinent documents that P/DH has on file. P/DH would like to know more about the scope and status of the German project and if - theoretically - there would be any potential way in which the two projects could be collaborative in order to avoid any unnecessary waste of resources and duplication of effort. Note, however, that P/DH has not made any formal attempt to suggest linkage.

If you would like P/DH to make any special preparation or presentation for this briefing, please let me know.

Attachments included.

cc:GC - Merry Lynn
Drafted:P/DH:RHoagland:rh:#4941s

AFGHAN MEDIA PROJECT - IMPLEMENTATION
Preliminary Action Plan

1. Cooperation between Afghan Media Project and the German Media Project:

- o Grant documents issued to Boston University and King Features Syndicate as written.
- o Grant documents amended by change of location (temporarily) of project to Germany and results of negotiations between USIA and German Media Project representatives. It is contemplated that the project design will have sufficient flexibility to be moved to Pakistan or another location at the proper time, and as the program develops.
- o Negotiations will delineate areas of responsibility that will include, but not be limited to, establishment of an Afghan News Agency Bureau;
- o division of training responsibilities between Boston University and the German Media Project;
- o establishment of facilities and logistical support with links to Afghan trainee cameramen/reporters to be located in Afghanistan;
- o initiation of system to furnish equipment and receive media products in Pakistan through a private German volunteer organization;
- o creation of marketing and distribution systems to disseminate Afghan News Agency information to clients in the international news media.

2. Responsibilities of Boston University and King Features Syndicate under Core Project:

- o Boston University (BU), with German Media Project liaison, to prepare training materials for all courses to be given during the first phase of the project. (USIA to translate these materials into Dari and Pashto.) Courses to include print and broadcast journalism, still photography, film and video photography and production.

- o BU to conduct two six-week training programs in Germany, in cooperation with German Media Project, for approximately 20 Afghan trainees.

- o BU, in collaboration with King Features (KF) and German Media Project to determine equipment specifications for trainers, trainees and field operations. Equipment for trainers to be provided by BU and German Media Project.

- o An Afghan News Agency Bureau (ANA) to be established (e.g., Frankfurt). KF to advise the management of the news bureau in developing an organizational structure.

- o KF to advise the ANA on screening procedures for all applicants for positions with the news bureau. Nucleus of Bureau to be hired.

- o KF to advise the ANA on the development and production of a press packet to be prepared by Afghans for distribution to potential clients in the international news media (500 packets projected).

- o KF to assist ANA management in the development and implementation of a marketing design and distribution network for media products. Contacts to be made with potential clients worldwide.

- o KF to advise the ANA on the acquisition of information and materials from free-lance and outside sources to be distributed to news media. Arrangements to be made with freelancers for materials acquisition.

- o KF and German Media Project to provide production equipment to field ANA cameramen/reporters. Afghan crews to be sent into Afghanistan. Small darkroom facility established to process still photos for distribution to international news media. Telex links will be established with Pakistan and other locations

3. USIS Posts:

- o USIS in Islamabad and Peshawar will continue facilitating the work of visiting journalists, and those stationed in Pakistan, covering the Afghan situation.

- o In those cities where Afghan Alliance offices are opened, USIS Country Public Affairs Officers will render advice and facilitative assistance in public affairs matters to Afghan representatives.

June 11, 1986